

SUCCESS STORY



The Saudi Motorsport Company (SMC) is the dedicated commercial and operational entity established to bring the Kingdom of Saudi Arabia's motorsport events under a single umbrella as well as being the first public body in Saudi Arabia dedicated to commercializing motorsport at a national level.



Ganbarov Tural
Head of Guest
Management and Protocol

“Travelite is a game-changer in CRM and guest relations management. Ready templates and available tools allow to minimise development and customization efforts, as most of the requirements are already met within the core solution functionality. Travelite and Nubessom team is comprised of highly experienced experts who are skilled in understanding clients' business needs and very supportive in shaping the solution functionality to meet all client expectations.”

Travel CRM and Guest Management Application for Saudi Motorsport Company

Project overview

- The main objectives of the project were to:
- Improve guest relations and journey throughout RSVP and on-boarding processes, as well as the event experience.
 - Streamline guest management processes and coordinate multiple guest categories.
 - Automate guest itinerary creation and ensure quick and easy modification during the event.
 - Connect guests with support teams, drivers, and personal assistants via the mobile application.
 - Create advanced reporting and analytics to track KPIs for the event and guest management operations.

We implemented a robust Travel CRM and Guest Management Application for Saudi Motorsport Company - enabling digital transformation of the customer journey, from guest on-boarding and itinerary creation to event management, guest support, and on-the-ground services.

Features

- Guest 360° view with guest categories linked to predefined services and experiences.
- Seamless service and experience allocation based on selected Guest category.
- Guided RSVP flow and Guest on-boarding process..
- Email templates easily customizable based on event and guest category.
- Guest attendance management.
- Services & experiences database with stock management.
- Travel Vouchers with Guest Itinerary information.
- Guest App with itinerary, calendar, experiences and chat options.

Business Benefits

- 60%**
less number of actions
for Guest on-boarding
- 50%**
less time building Guest itinerary
- 5%**
more Guest satisfaction

